



National

Teen Driver Safety Week

October 20 to 26, 2019

parachute.ca/ntdsw



Positive Ticketing Activity

This community-based activity promotes, encourages and rewards positive driving habits among teen drivers.

Whether you represent a youth group, public health team or a community organization, this is a great opportunity to share important teen driver safety messages around drugged, distracted, impaired and aggressive driving.

The blitz can be as big or as small as you like. Pick a venue (high school / park / community centre), work with partners, choose a date and time during National Teen Driver Safety Week, and roll out your blitz. Our campaign kits come with everything you need to co-ordinate your event, including promotional items, positive tickets and prizing opportunities for all participants. Working with a local police officer will make this event even better.

1. Plan ahead

- Select a venue (high school, college, community centre)
- Secure appropriate approvals from venue
- Find partners (law enforcement, teachers, community groups)
- Recruit volunteers
- Order toolkit which includes everything you need
- Review the #KnowWhatImpairedMeans information
- Pick a day and location
- Review the Parachute Safety Tips

2. Promote your event

- Work with local police, health and other partners to share information about the event
- Call or email local media to publicize your event in advance or to cover it on the day of the event itself. Some media have event listings they publish online and you can submit your event details through an online form.
- Think about wearing colourful T-shirts and hats to draw attention to yourself

3. The day of...

- Set up a blitz during a high-traffic time, preferably with law enforcement present, and ask drivers who are demonstrating good practices to pull over in a safe place
- Explain NTDSW and #KnowWhatImpairedMeans
- Provide a ticket with key messaging to the driver and explain that the ticket can be used in a draw for a chance to win one of three \$500 Indigo gift cards
- Give the driver promotional items
- Set up a location in the school lobby or parking lot where ticket holders can enter the draw



4. Wrap up

- Send Parachute the tickets for the draw for a chance to win one of three \$500 Indigo gift cards
- Share photos of the blitz on social media using the hashtags #KnowWhatImpairedMeans and #NTDSW2019. Parachute is on Instagram, Twitter and Facebook – tag us @parachutecanada

Positive Ticketing safety tips

- Clearly section off a distinctive safe area for the drivers to pull over and receive their positive tickets
- Have a designated person in charge of directing traffic
- Ensure no one is standing in the way of moving vehicles
- Do not assume that the drivers can see you when you see them. In many cases, the pedestrian sees and hears a vehicle before the driver can see the pedestrian, due to blind spots in vehicles
- Ensure that the people distributing the tickets are dressed in noticeable clothing, so drivers are able to clearly spot them
- Notify pedestrians about the event, so that they are cautious of cars stopping to receive positive tickets
- Be cautious when interacting with strangers in the cars
- If you are having media cover the event, ensure they are set up in a location that is not distracting to the drivers